

SYSTEM AND METHOD FOR MANAGING ADVERTISING INVENTORY TO MAXIMIZE ADVERTISING REVENUE

ABSTRACT OF THE DISCLOSURE

The present invention relates to managing advertising inventory. More specifically, the present invention relates to a system and method for managing advertising inventory so as to enhance total ad revenue. In a preferred embodiment, one or more restrictions are selectively applied to limit the respective availability levels of one or more selected categories of advertisements within the advertising inventory. Typically, the selected categories of advertisements which are subject to the restrictions are at the lowest end of the pricing levels. By limiting the respective availability levels of selected categories of advertisements, unnecessary displacements of other categories of advertisements which are priced at the higher end of the pricing levels are reduced, thereby enhancing the total ad revenue that can be generated.

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